



**Middle Georgia**  
State University

**MIDDLE GEORGIA STATE UNIVERSITY - GRAPHIC STANDARDS, USAGE AND STYLE GUIDE**

## TABLE OF CONTENTS:

- 3. About Middle Georgia State University, About This Guide
- 4. Color Information

### 5. CHAPTER ONE: INSTITUTIONAL LOGOS

- 6. Primary Logo: Vertical
- 7. Primary Logo: Horizontal
- 8. Primary Logo: Extreme Horizontal
- 9. MGA Logo: Vertical
- 10. MGA Logo: Horizontal
- 11. Area of Isolation
- 12. Typography: Institutional Identity
- 13. Corporate Communications, Business Card
- 14. Corporate Communications, Letterhead
- 15. Corporate Communications, Envelope/Mailing Label
- 16. Corporate Communications, Email Signature
- 17. Corporate Communications, Letterhead with Subbranding
- 18. Corporate Communications, Envelope/Mailing Label with Subbranding
- 10. Subbranding Metrics Primary Logo: Vertical
- 20. Subbranding Metrics Primary Logo: Horizontal
- 21. Subbranding Metrics Primary Logo: Extreme Horizontal
- 22. Subbranding Examples
- 23. Foundation Logo Vertical
- 24. Foundation Logo Horizontal
- 25. Foundation Logo Extreme Horizontal
- 26. Common Misuse

### 27. CHAPTER TWO: INSTITUTIONAL SEAL

- 28. Institutional Seal
- 29. Area of Isolation

### 30. CHAPTER THREE: ATHLETIC IDENTITY

- 31. Primary Logo: Athletics
- 32. Alternate Primary Logo: Athletics
- 33. Alternate Primary Logo 2: Athletics
- 34. Secondary Logos: Athletics
- 35. Word Marks: Athletics
- 36. Sport Specific Marks, Full Color
- 37. Sport Specific Marks, One Color
- 38. Typography: Athletics
- 39. Proper Placement
- 41. Common Misuse

# MIDDLE GEORGIA STATE UNIVERSITY - Graphic Standards, Usage and Style Guide

## ABOUT MIDDLE GEORGIA STATE UNIVERSITY

Middle Georgia State is a focused institution with resources dedicated to the advancement of an 18-county region in the central area of Georgia. The institution was created in January 2013 through the consolidation of two existing colleges, Macon State and Middle Georgia. On March 18, 2015, the University System of Georgia's Board of Regents approved the elevation of the institution to state university and changed its name to Middle Georgia State University, effective July 1, 2015. Middle Georgia State has campuses in Macon, Cochran, Dublin, Eastman, and Warner Robins, and is developing a strong online presence. Additionally, it has four-year athletics teams competing in the NAIA.

## ABOUT THIS GUIDE

Middle Georgia State University is visually represented by a series of closely related logos including institutional and athletic trademarks. The sum of these marks comprise the Middle Georgia State University brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply any of the university's logos. It was created to ensure consistent use of the institution's logos across a wide variety of applications. The following pages are official policy of Middle Georgia State University as it pertains to the use and reproduction of its brand identity.

All logos depicted within this guide are trademarks of Middle Georgia State University. Any use without consent of the University is strictly prohibited.

For additional information regarding the Middle Georgia State University brand identity or for specific questions regarding its use, please contact:

### Contact

Office of Marketing and Communications  
100 University Parkway  
Macon, Georgia 31206  
[marketing@mga.edu](mailto:marketing@mga.edu)

COLOR INFORMATION:



PANTONE 267c

CMYK:  
C: 76  
M: 97  
Y: 0  
K: 0

sRGB  
R: 99  
G: 51  
B: 147

Html:  
633393



PANTONE 2685c

CMYK:  
C: 90  
M: 99  
Y: 0  
K: 8

sRGB  
R: 66  
G: 51  
B: 126

Html:  
42337E

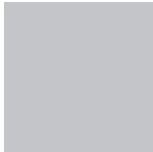


PANTONE 429c

CMYK:  
C: 3  
M: 0  
Y: 0  
K: 32

sRGB  
R: 176  
G: 183  
B: 188

Html:  
B0B6BB



PANTONE 428c

CMYK:  
C: 10  
M: 4  
Y: 4  
K: 14

sRGB  
R: 201  
G: 206  
B: 209

Html:  
C9CED1



Black

CMYK:  
C: 0  
M: 0  
Y: 0  
K: 100

sRGB  
R: 0  
G: 0  
B: 0

Html:  
000000

The color standards that apply to the Middle Georgia State University identity are detailed above. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE Inc.





## **CHAPTER 1 - INSTITUTIONAL IDENTITY**

**PRIMARY LOGO: VERTICAL**

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



**PRIMARY LOGO: HORIZONTAL**

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



**PRIMARY LOGO:** EXTREME HORIZONTAL

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



## MGA LOGO: VERTICAL

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



## MGA LOGO: HORIZONTAL

Full color



Full color on dark backgrounds



One color

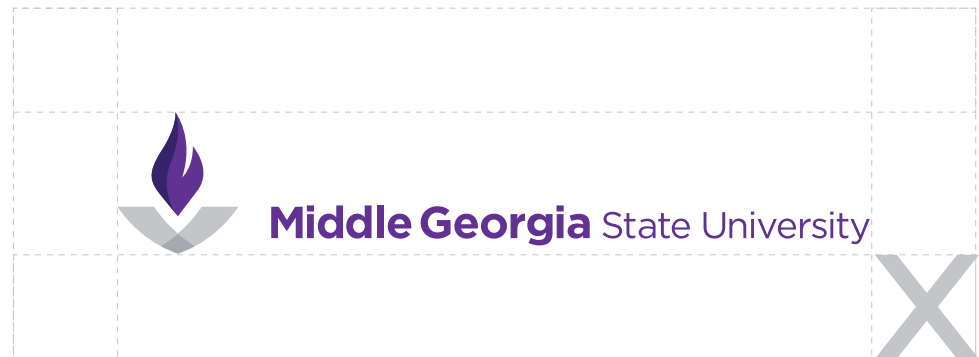


One color on dark backgrounds



## AREA OF ISOLATION:

The area of isolation protects the logo from visual interference with other graphic elements. The area of isolation is equivalent to the height of the flame in all configurations of the primary logo, as illustrated here:



## TYPOGRAPHY: INSTITUTIONAL IDENTITY

### GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

### ARIAL REGULAR

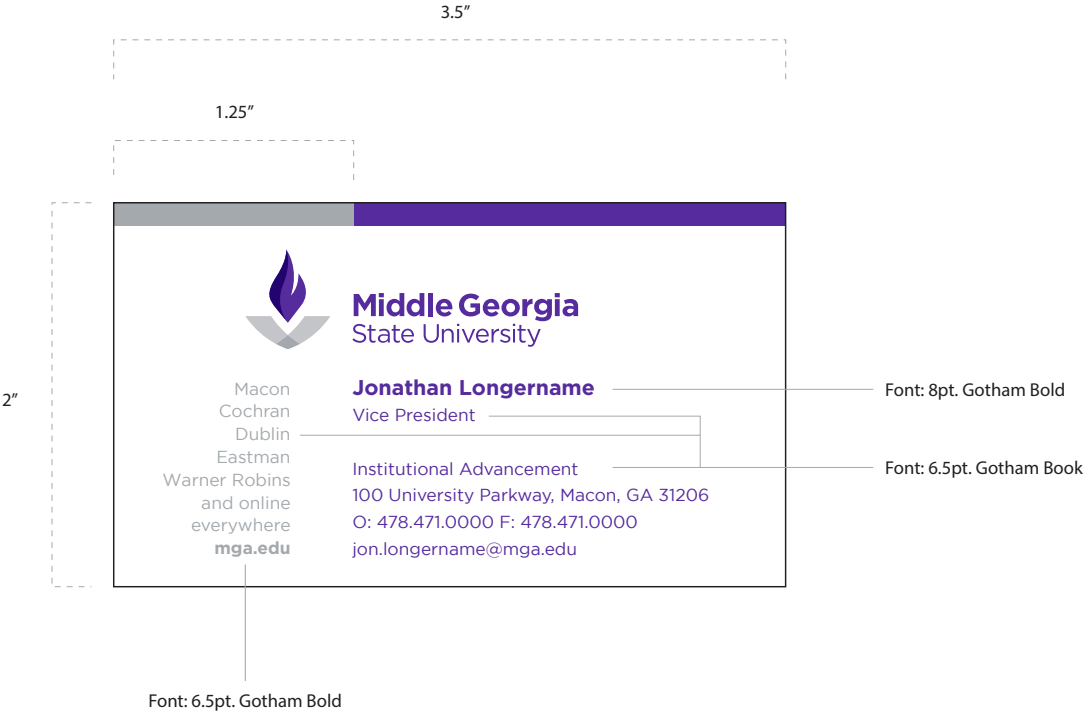
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

### GEORGIA REGULAR

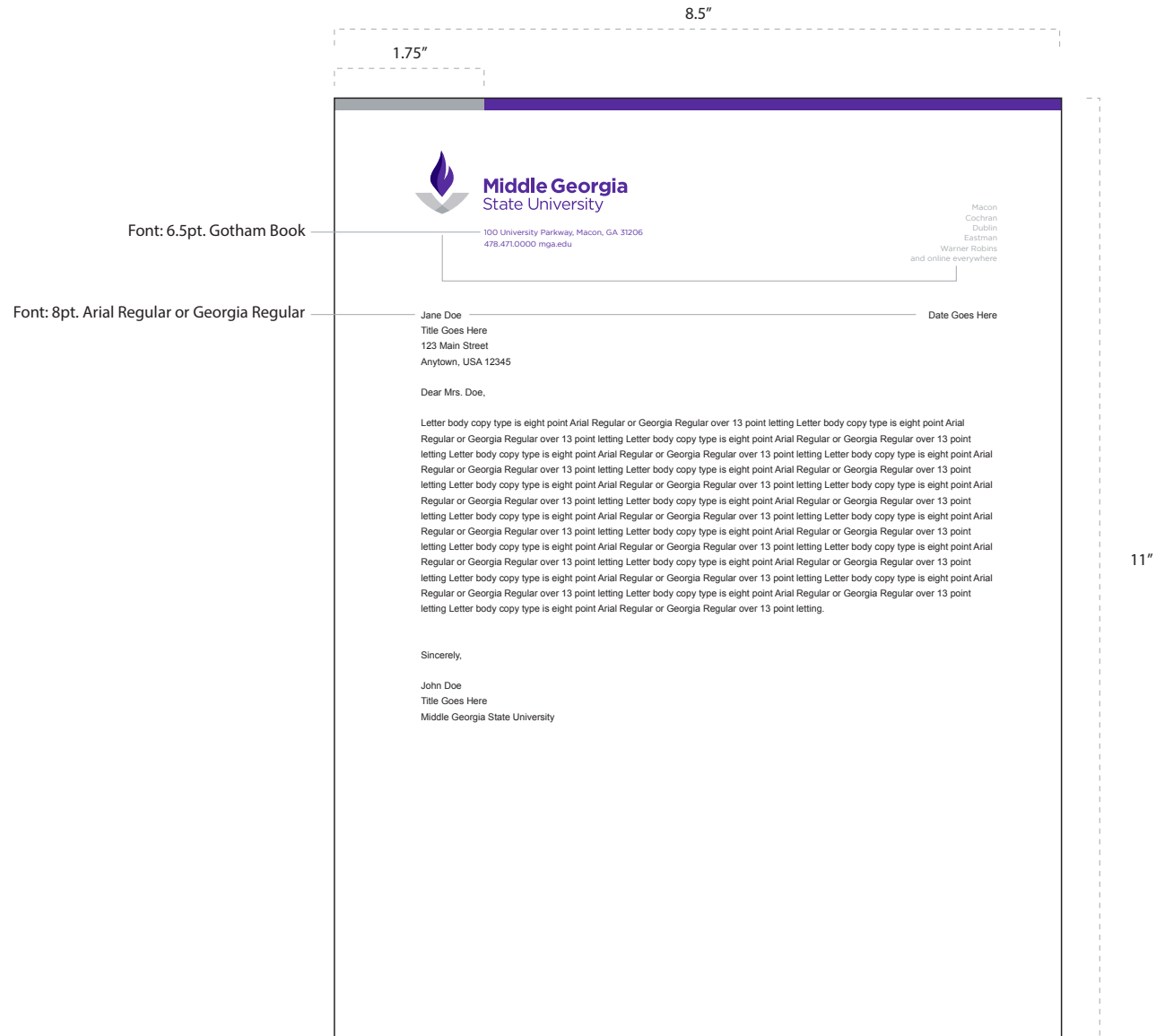
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789



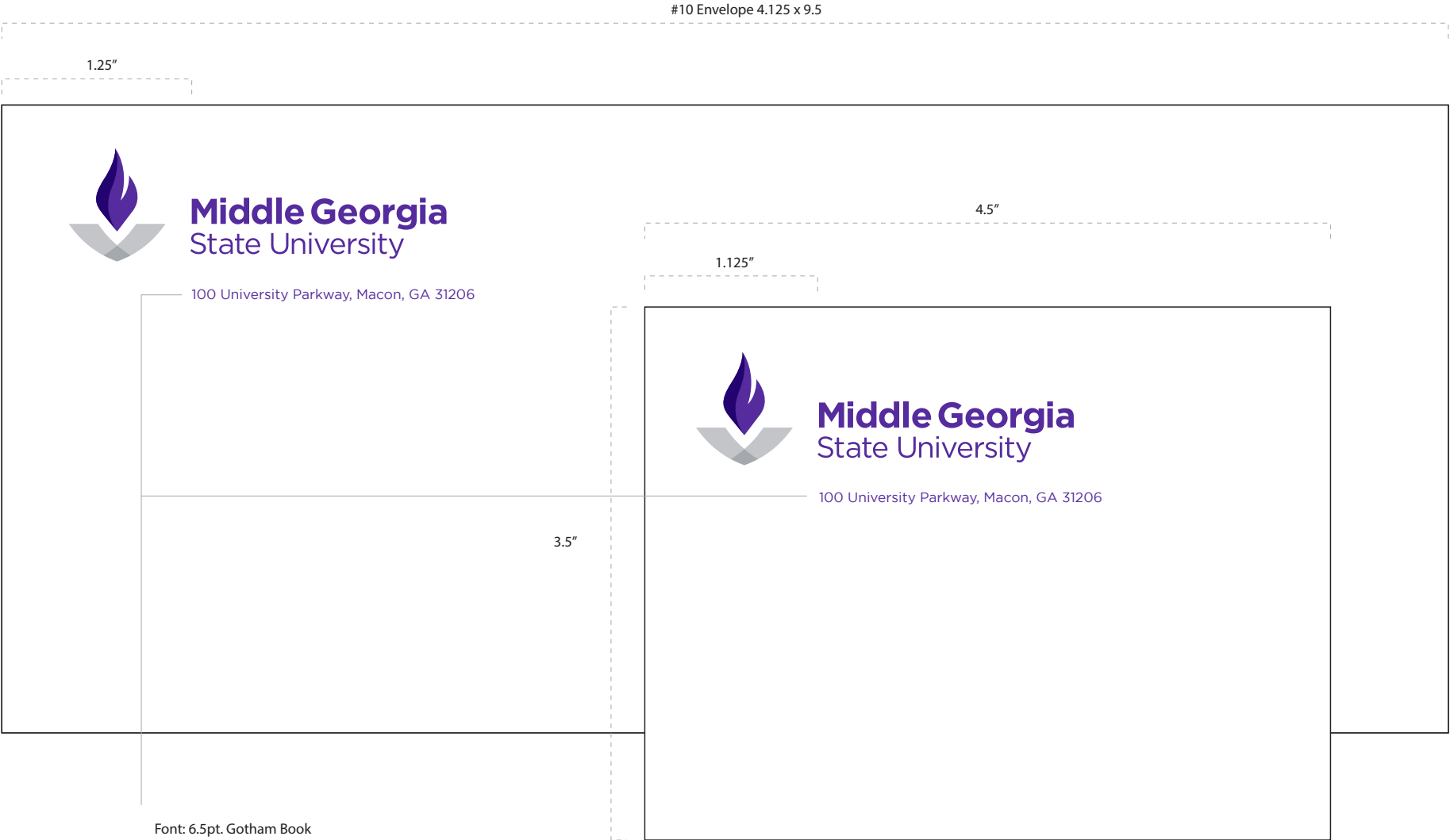
INSTITUTIONAL COMMUNICATIONS: BUSINESS CARD



## INSTITUTIONAL COMMUNICATIONS: LETTERHEAD



INSTITUTIONAL COMMUNICATIONS: ENVELOPE/MAILING LABEL



INSTITUTIONAL COMMUNICATIONS: EMAIL SIGNATURE

**Jon Longername**  
To: John Doe  
RE: Business Collateral E-mail Signature

Hello John,

Email body copy email body copy email body copy email body  
body copy email body copy email body copy email body copy

Respectfully,  
Johnathan

**Jonathan Longername**  
Vice President

Institutional Advancement  
100 University Parkway, Macon, GA 31206  
O: 478.471.0000 F: 478.471.0000  
jon.longername@mga.edu



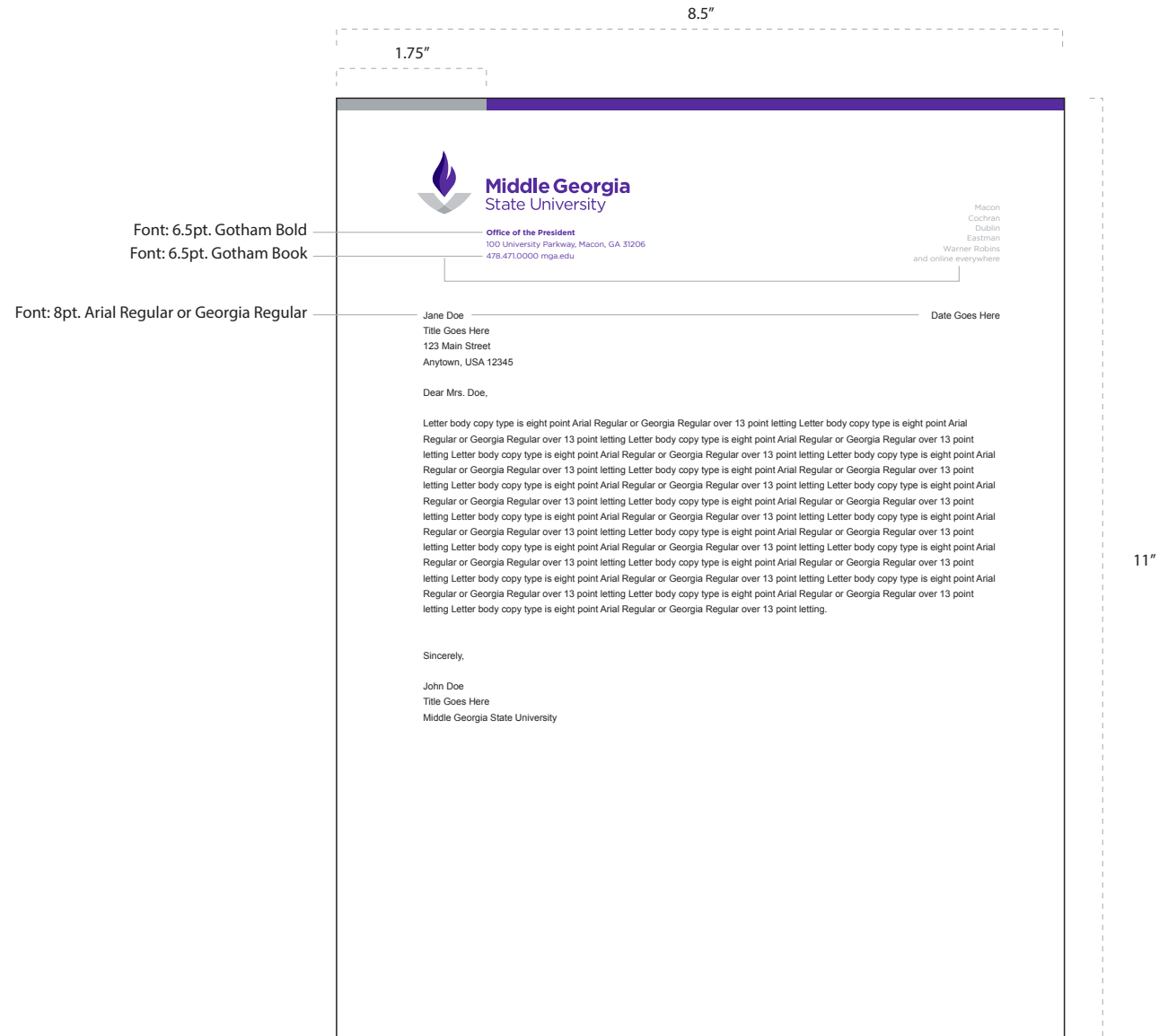
Macon Cochran Dublin Eastman Warner Robins and online everywhere

Font: 7pt. Gotham Bold

Font: 6.5pt. Gotham Book

Font: 6.5pt. Gotham Book

## INSTITUTIONAL COMMUNICATIONS: LETTERHEAD WITH SUBBRANDING



INSTITUTIONAL COMMUNICATIONS: ENVELOPE/MAILING LABEL WITH SUBBRANDING



## SUBBRANDING METRICS: VERTICAL

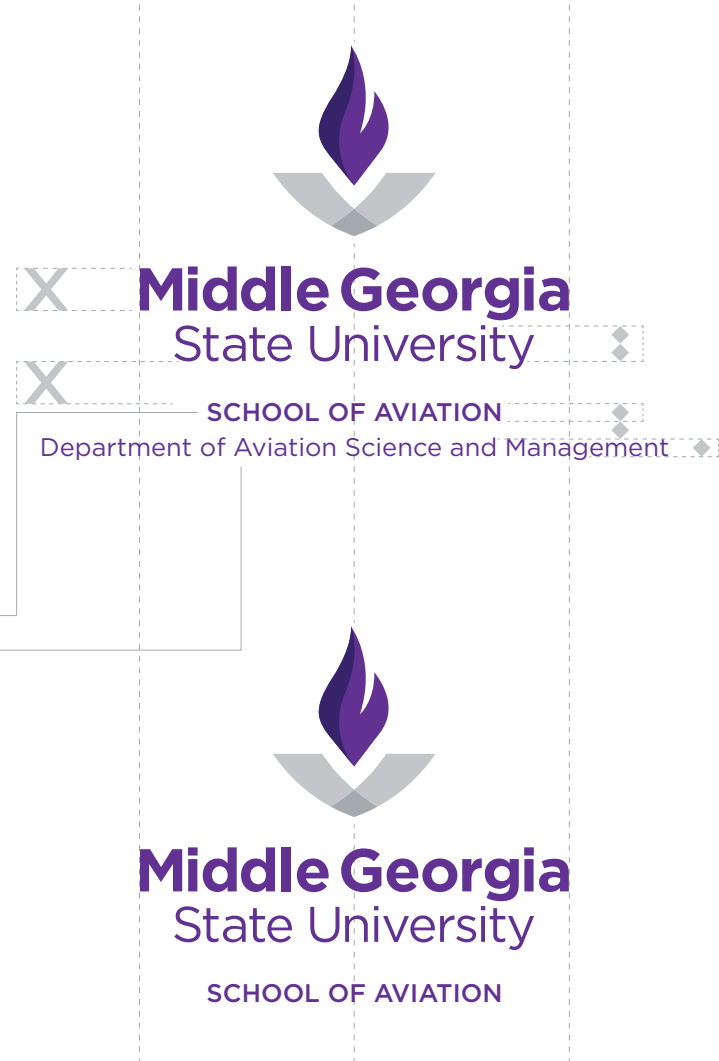
It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

Font: Gotham Medium

Font: Gotham Book

Centered on the base of the torch and  
one half the cap height of the U in State University.  
May appear with or without the department designation.



## SUBBRANDING METRICS: HORIZONTAL

It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

Font: Gotham Medium

Font: Gotham Book

Justified left, aligned with the S in State and one half the cap height of the U in State University. May appear with or without the department designation.





## SUBBRANDING METRICS: EXTREME HORIZONTAL

It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

Font: Gotham Medium

Font: Gotham Book

Justified left, aligned with the M in Middle and one half the cap height of the U in State University. May appear with or without the department designation.



**Middle Georgia** State University

SCHOOL OF AVIATION

Department of Aviation Science and Management



**Middle Georgia** State University

SCHOOL OF AVIATION

## SUBBRANDING: EXAMPLES



**Middle Georgia**  
State University

COLLEGE OF ARTS & SCIENCES  
Department of English



**Middle Georgia**  
State University

SCHOOL OF HEALTH SCIENCES  
Department of Nursing



**Middle Georgia**  
State University

SCHOOL OF AVIATION  
Department of Flight



**Middle Georgia**  
State University

OFFICE OF MARKETING & COMMUNICATIONS



**Middle Georgia**  
State University

COLLEGE OF ARTS & SCIENCES  
Department of History & Political Science



**Middle Georgia**  
State University

COLLEGE OF HEALTH SCIENCES  
Department of Nursing



**Middle Georgia**  
State University

SCHOOL OF AVIATION  
Department of Aviation Science & Management



**Middle Georgia**  
State University

OFFICE OF MARKETING & COMMUNICATIONS



**Middle Georgia** State University

SCHOOL OF AVIATION  
Department of Aviation Maintenance Science and Management



**Middle Georgia** State University

OFFICE OF MARKETING & COMMUNICATIONS

## FOUNDATION LOGO: VERTICAL

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



## FOUNDATION LOGO: HORIZONTAL

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



**FOUNDATION LOGO: EXTREME HORIZONTAL**

Full color



Full color on dark backgrounds



One color



One color on dark backgrounds



## COMMON MISUSE:



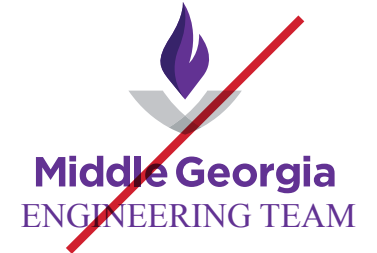
Never alter color placement



Never alter spacial relationship



Never alter proportions



Never alter the typography



Never alter the icon placement



Never use unapproved colors



Never skew the logo



Never add graphic devices



Never add graphic embellishment, i.e. drop shadow



## CHAPTER 2 - INSTITUTIONAL SEAL

## INSTITUTIONAL SEAL:

Use of the Institutional Seal is reserved for formal communications, restrictions apply. For more information regarding acceptable applications, please contact the Office of Marketing and Communications.





## AREA OF ISOLATION:

The area of isolation protects the seal from visual interference with other graphic elements. The Area of isolation is equivalent to the height of the inner circle in all configurations of the seal, as illustrated here:





## CHAPTER 2 - ATHLETIC IDENTITY

## PRIMARY LOGO: ATHLETICS



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black



One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds

NOTE: TM reverses to white  
May appear in any color in the approved palette, see page 7 for color details

## ALTERNATE PRIMARY LOGO: ATHLETICS



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds  
NOTE: Outline disappears into the background, TM changes to black



One color on white or light backgrounds  
May appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds  
NOTE: TM reverses to white  
May appear in any color in the approved palette, see page 7 for color details

## ALTERNATE PRIMARY LOGO 2: ATHLETICS



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black



One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds

NOTE: TM reverses to white  
May appear in any color in the approved palette, see page 7 for color details

## SECONDARY LOGOS: ATHLETICS



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black



One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds

NOTE: TM reverses to white  
May appear in any color in the approved palette, see page 7 for color details

## WORD MARKS: ATHLETICS



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black



One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds

NOTE: TM reverses to white  
May appear in any color in the approved palette, see page 7 for color details

## SPORT SPECIFIC MARKS:



Full color on white or light backgrounds



Full color on purple backgrounds



Full color on dark or patterned backgrounds



Full color on gray backgrounds  
NOTE: Outline disappears into the background,  
TM changes to black



## SPORT SPECIFIC MARKS:



One color on white or light backgrounds  
may appear in any color in the approved palette, see page 7 for color details



One color on dark or patterned backgrounds  
NOTE: TM reverses to white - may appear in any color in the approved palette, see page 7 for color details

## TYPOGRAPHY: ATHLETICS

The Middle Georgia Knights identity employs a commercially available font for use in support and collateral materials. The MGA type in the primary logo and KNIGHTS type in the wordmark is custom created and not available as a font.

### OUTAGE CUT

To reflect the “Knights” type used in the primary logo and sport names used in the sport specific marks, use the lowercase glyphs.

Uppercase Glyphs

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ~~

Lowercase Glyphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

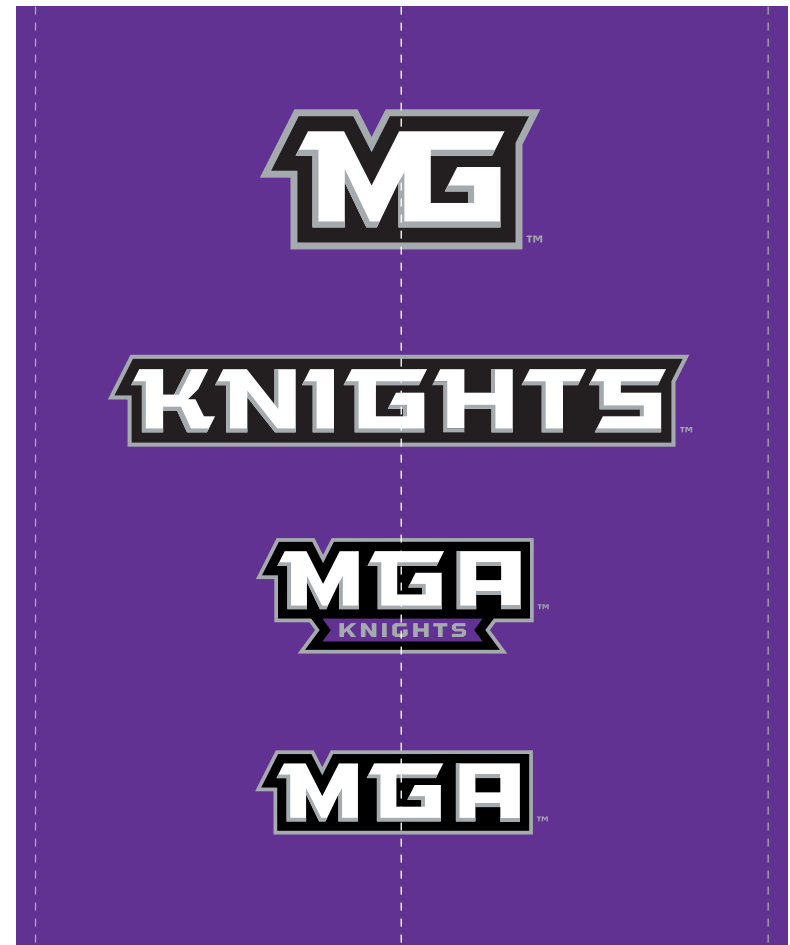
1234567890

## PROPER PLACEMENT:

To ensure proper placement of the primary logo and horse and rider secondary logo, use the point of the shield as the center mark:



All other logos in the identity mathematically center:



## UNIFORM APPLICATIONS:

In Uniform applications, it is acceptable to remove the MGA and KNIGHTS type from it's black containing shape. It is not acceptable to use stand alone MGA and KNIGHTS in any other application other than uniforms



## COMMON MISUSE:



Never use unapproved colors



Never alter color placement



Never distort or alter proportions



Never flip the logo



Never alter the typography



Never rotate the logo



Never add graphic devices - i.e. drop shadow



Never combine or overlap logos



Never re-size components of the logo



Never distort the font



Never skew the logo



In one color applications only use approved colors

